

ORDER



KLAS

Orders
Order / Rev: 37051
Alt Order #: 08854428
Product Desc: AFF-SENATE
Estimate: 553
Flight Dates: 08/29/12 - 09/04/12
Original Date / Rev: 08/21/12 / 08/21/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmont Avenue
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: American Future Fund
Demographic: A35+
Product Codes: PO4
Priority: LV1
Revenue Codes: AGY, POL, ISS

New Business Thru: 06/03/10
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/04/12	8	\$45,100.00	\$38,335.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	8	\$45,100.00	\$38,335.00	0.00
Totals	8	\$45,100.00	\$38,335.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KLAS	21%	\$45,100.00
Market	100%	\$214,761.90

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	26%	\$55,838.10
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	28%	\$60,133.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	08/29/12	08/29/12	Wed 10-11p	CM	10-11p	--W----	:30	1	\$15,000.00	LV1	0.00	NM	4	\$25,000.00
CSI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	--W----	1		\$15,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	08/27/12-09/02/12		Wed 10-11p	10-11p		--W-----	:30		\$15,000.00		0.00	NM		

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	08/29/12	08/29/12	Wed 10-11p CSI	CM	10-11p	--W----	:30	1	\$15,000.00	LV1	0.00	NM	4	\$25,000.00
CSI <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 --W---- 1 \$15,000.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> See MG 1.2,1.3,1.4,1.5 [not airing due to coverage of convention (DA)]															
2	8	08/30/12-08/30/12	SD Charger Football	Thurs 7-10p	(8:00 PM-11:00 PM)	----Th----	:30	\$5,000.00	0.00	NM					
Ⓜ MG for 2.1,1.1															
3	8	08/30/12-08/30/12	SD Charger Football	Thurs 7-10p	(8:00 PM-11:00 PM)	----Th----	:30	\$5,000.00	0.00	NM					
Ⓜ MG for 2.1,1.1															
4	8	08/30/12-08/30/12	SD Charger Football	Thurs 7-10p	(8:00 PM-11:00 PM)	----Th----	:30	\$5,000.00	0.00	NM					
Ⓜ MG for 2.1,1.1															
5	8	09/03/12-09/03/12	Mon 10-11p	10-11p	M-----	:30	\$10,000.00	0.00	NM						
Ⓜ MG for 2.1,1.1															
E 2	8	08/30/12	08/30/12	Thu 10-11p Big Brother	CM	10-11p	---T---	:30	1	\$10,000.00	LV1	0.00	NM	0	\$0.00
PERSON OF INTEREST <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 ---T--- 1 \$10,000.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 8 08/27/12-09/02/12 Thu 10-11p 10-11p ---Th---- :30 \$10,000.00 0.00 NM See MG 1.2,1.3,1.4,1.5 [not airing due to coverage of convention (DA)]															
E 3	8	09/01/12	09/01/12	Sat 7-8p - ET Wknd Ent Tonight Weekend	CM	7-8p	-----S-	:30	1	\$600.00	LV1	0.00	NM	1	\$600.00
ET WEEKEND <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 -----S- 1 \$600.00 0.00															
E 4	8	09/02/12	09/02/12	CBS News Sunday Morn CBS News Sunday Morning	CM	CBS Sunday Morn	-----S	:30	1	\$3,500.00	LV1	0.00	NM	1	\$3,500.00
SUN MORNING <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 -----S 1 \$3,500.00 0.00															
E 5	8	09/02/12	09/02/12	Sun 9-10p The Good Wife	CM	9-10p	-----S	:30	1	\$7,500.00	LV1	0.00	NM	1	\$7,500.00
THE GOOD WIFE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 -----S 1 \$7,500.00 0.00															
E 6	8	09/04/12	09/04/12	Tue 10-11p The Mentalist	CM	10-11p	-T-----	:30	1	\$8,500.00	LV1	0.00	NM	1	\$8,500.00
MENTALIST <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -T----- 1 \$8,500.00 0.00															
													Totals	8	\$45,100.00